

Press release

Date	2 May 2019
Contact	
Pages	1

HLB Hong Kong rolls out new brand

HONG KONG - In October 2018, HLB International launched its' new corporate brand, including a new logo, tagline, website and overall look and feel, to support the network's transformation to a modern, full service advisory and accounting mid-tier network.

The new brand reflects HLB's commitment to its member firms and the international clients the network serves. The new tagline *'Together we make it happen'* illustrates HLB's philosophy that collaboration between member firms and a close relationship with the client leads to the best results and added value for all parties involved.



As a Principal Member of HLB International, HLB Hodgson Impey Cheng Limited will fully adopt and roll out the new HLB brand by 30 June 2019.

Raymond Cheng, Chairman of HLB Hodgson Impey Cheng Limited, says: "A number of measures will be taken to roll out our new brand, such as updating our firm's logo, website, and other marketing collaterals. What remain the same are our commitments to our clients and the quality of our work."

About HLB / HLB Hodgson Impey Cheng Limited

HLB International is a global network of independent professional accounting firms and business advisers. Formed in 1969, HLB service clients through member firms in 153 countries, with over 27,000 staff in 745 offices worldwide. HLB Hodgson Impey Cheng Limited has been a Principal Member of HLB International since 1993 and currently ranks Top 6 in the Hong Kong listed company audit market as well as the Hong Kong IPO reporting accountants market.